

## ADVERTISING AND SIGNBOARDS AS A REFLECTION OF ATTITUDES TOWARD LANGUAGE

**Abduvahobova Shahrizoda Xurshid qizi**

Student of Group 202, Primary Education  
Department, Samarkand State Pedagogical Institute,

**Annotation:** This article examines the role of advertisements and signboards in shaping and reflecting public attitudes toward language. In modern society, linguistic culture is not only preserved in literature and education, but also manifested in everyday public texts such as commercial advertisements, street signs, shop names, and information boards. The study analyzes the linguistic quality of advertising texts, the influence of globalization on language use, and the social consequences of neglecting linguistic norms. Special attention is given to the relationship between language accuracy and cultural identity. The article also discusses the responsibility of businesses, media representatives, and educational institutions in maintaining linguistic standards in public communication.

**Keywords:** language culture, advertisement, signboard, public communication, linguistic norms, globalization, cultural identity, literacy, media language, society.

Language has always been regarded as one of the most essential elements of national identity and cultural continuity. Every nation protects its language because language preserves history, traditions, values, and collective memory. In recent years, advertisements and signboards have become an inseparable part of urban and social life. People encounter them on streets, in shops, on television, social media platforms, and public transport. Therefore, the language used in advertisements and public signs significantly influences public linguistic awareness and cultural perception.

Advertisements are designed not only to sell products or services but also to shape opinions, emotions, and lifestyles. Since advertising texts are constantly visible to society, they indirectly contribute to the formation of linguistic habits. When advertisements are written correctly and meaningfully, they promote literacy and respect toward language. However, when they contain grammatical mistakes, unnecessary foreign words, or poorly translated expressions, they weaken language culture and create negative attitudes toward linguistic norms.

One of the most noticeable problems in modern advertising is the excessive use of foreign vocabulary. In many cities, shops and entertainment centers are named using English or mixed-language expressions even when local equivalents exist. Such tendencies are often associated with globalization and commercial attractiveness. Business owners may believe that foreign words sound more fashionable or prestigious. Nevertheless, this practice gradually reduces the social value of the native language and encourages linguistic dependency on foreign cultures.

For example, restaurants, beauty salons, and shopping centers frequently use English words in their names despite operating in regions where the majority of the population speaks another language. In some cases, even basic public information boards contain unnecessary foreign expressions that many elderly people or children may not fully understand. As a result, language loses part of its communicative function because not all members of society can equally access information.

Another serious issue is the growing number of spelling and stylistic errors in advertisements and signboards. Mistakes in punctuation, word order, and grammar are commonly observed in outdoor advertising. These inaccuracies may seem minor at first glance, but their social impact is considerable. Since advertisements are repeatedly seen by thousands

of people every day, incorrect language forms can gradually become normalized. Children and young people, especially, may unconsciously memorize these incorrect structures.

The problem becomes even more concerning when public institutions fail to monitor linguistic standards in visual communication. In some cases, advertisements are published without editorial review, resulting in texts that contain translation errors or awkward phrases. Such negligence demonstrates a lack of respect not only toward language but also toward society itself. Public language should reflect clarity, professionalism, and cultural awareness. At the same time, advertisements and signboards can positively contribute to linguistic development if used responsibly. Creative advertising often enriches vocabulary, introduces expressive language techniques, and strengthens interest in reading and communication. Well-designed slogans can become memorable cultural expressions that reflect national values and social priorities. In this sense, advertising possesses educational potential alongside its commercial function.

Language in public spaces also reflects the moral and intellectual atmosphere of society. A community that values linguistic accuracy generally demonstrates stronger educational traditions and cultural consciousness. Conversely, widespread indifference toward language norms may indicate deeper social problems related to education, media ethics, and cultural responsibility. Therefore, the condition of advertisements and signboards can serve as an indicator of society's overall attitude toward language.

The influence of digital technology has further intensified the importance of advertising language. Social media advertising reaches millions of users within seconds, making linguistic quality more significant than ever before. Online advertisements frequently prioritize speed and emotional effect over grammatical correctness. Shortened forms, slang expressions, and mixed-language constructions dominate many digital platforms. While such forms may increase audience engagement temporarily, they also contribute to the simplification and degradation of language standards.

The preservation of language culture requires cooperation between multiple social institutions. Educational institutions should pay greater attention to media literacy and public language awareness. Students must be taught to analyze advertisements critically and recognize linguistic inaccuracies. Journalists, designers, and marketing specialists should also receive training related to language ethics and communication standards. Governmental and cultural organizations may contribute by establishing language regulations for public signs and commercial advertisements. In several countries, language laws require businesses to provide information in the national language or maintain specific linguistic standards in public communication. Such policies help preserve linguistic identity while balancing the influence of globalization.

Business owners themselves should understand that respect for language increases public trust. A carefully written advertisement creates a positive image of professionalism and reliability. Customers often associate linguistic quality with the overall quality of services or products. Therefore, investing in proper language use is not merely a cultural responsibility but also an economic advantage.

In addition, society as a whole should develop sensitivity toward language issues. Public criticism of poorly written advertisements and support for linguistically accurate communication can encourage positive change. Writers, teachers, and intellectuals play an important role in promoting language awareness through articles, discussions, and educational initiatives. It is important to recognize that language is not static. It naturally changes and adapts over time, especially under the influence of technological and cultural developments. However,



modernization should not result in the loss of linguistic identity or the neglect of grammatical standards. Borrowing foreign words may enrich vocabulary when done appropriately, but excessive imitation can weaken national linguistic traditions.

Advertisements and signboards occupy a unique position because they combine commerce, art, and communication. They are visible representations of cultural priorities and social values. Every word displayed in public spaces contributes to the linguistic environment in which people live. Consequently, language in advertisements should not be viewed as a minor technical matter but as a component of cultural heritage and public education.

In conclusion, advertisements and signboards function as mirrors reflecting society's attitude toward language. They reveal the level of linguistic culture, educational awareness, and national identity within a community. Correct and meaningful public texts strengthen respect for language and contribute to cultural continuity, while careless language use weakens literacy and reduces the social value of linguistic norms. Preserving language quality in advertisements and public signs is therefore a shared responsibility involving educators, businesses, media professionals, and society as a whole. Only through collective awareness and responsibility can public communication become both effective and culturally respectful.

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